

Comparisons of Job Characteristics

Focus Occupation: [Market Research Analysts \(19-3021\)](#)

Associated Occupation: [Social Science Research Assistants \(19-4061\)](#)

[Compare Knowledge](#)

[Compare Skills](#)

[Compare Abilities](#)

[Compare Detailed Work Activities](#)

[Compare Tools and Technologies](#)

<<	Focus occupation element is much lower
<	Focus occupation element is lower
0	Focus occupation element is at a similar level
>	Focus occupation element is at a higher level
>>	Focus occupation element is at a much higher level

Knowledge

Similarity of Focus Occupation to Associated Occupation: 73

Focus Occupation: Market Research Analysts (19-3021)

Associated Occupation: Social Science Research Assistants (19-4061)

Associated Occupation's Key Knowledge Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
English Language	11.2	16.2	17.6	0	Current knowledge level may be sufficient
Clerical	7.3	11.5	10.8	0	Current knowledge level may be sufficient
Law and Government	5.9	10.5	4.6	<<	Extensive education and/or training may be required
Psychology	6.4	9.0	7.2	<	Expanded education and/or training may be required
Sociology and Anthropology	4.1	8.5	7.1	<	Expanded education and/or training may be required
Geography	3.9	8.0	6.4	<	Expanded education and/or training may be required
History and Archeology	2.6	5.1	3.5	<<	Extensive education and/or training may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Skills

Similarity of Focus Occupation to Associated Occupation: 94

Focus Occupation: Market Research Analysts (19-3021)

Associated Occupation: Social Science Research Assistants (19-4061)

Associated Occupation's Key Skills Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Mathematics	6.2	9.0	9.1	0	Current skill level may be sufficient
Science	4.5	7.5	6.0	<	A higher skill level may be required
Programming	2.2	4.7	5.5	>	Skill level is likely sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Abilities		Similarity of Focus Occupation to Associated Occupation: 98			
Focus Occupation: Market Research Analysts (19-3021) Associated Occupation: Social Science Research Assistants (19-4061)					
Associated Occupation's Key Abilities Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation	
Oral Comprehension	12.5	13.6	13.9	0	Current ability level may be sufficient
Oral Expression	12.4	13.3	13.9	0	Current ability level may be sufficient
Written Comprehension	11.0	12.8	14.8	>	Current ability level is likely sufficient
Written Expression	9.8	11.8	14.8	>	Current ability level is likely sufficient
Deductive Reasoning	10.6	11.0	13.6	>	Current ability level is likely sufficient
Near Vision	11.1	11.0	11.9	0	Current ability level may be sufficient
Problem Sensitivity	11.1	10.8	11.4	0	Current ability level may be sufficient
Speech Clarity	10.2	10.8	11.2	0	Current ability level may be sufficient
Originality	7.6	8.9	10.0	>	Current ability level is likely sufficient
Number Facility	6.3	8.4	10.1	>	Current ability level is likely sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Activities that Both Occupations Have in Common		Similarity of Focus Occupation to Associated Occupation: 93
Focus Occupation: Market Research Analysts (19-3021) Associated Occupation: Social Science Research Assistants (19-4061)		
Work Activities	Exclusivity of Activity	
Analyze social or economic data	63	
Collect scientific or technical data	30	
Collect social or personal information	70	
Collect statistical data	47	
Communicate technical information	4	
Compile numerical or statistical data	38	
Conduct or attend staff meetings	47	
Conduct survey research of specified populations	95	
Create mathematical or statistical diagrams or charts	43	
Develop or maintain databases	30	
Develop tables depicting data	33	
Interpret charts or tables for social or economic research	70	
Learn trends in world trade	89	
Maintain awareness of social trends	71	
Make presentations	13	

Obtain information from individuals	24
Perform statistical modeling	76
Prepare reports	8
Prepare technical reports or related documentation	22
Recognize interrelationships among individuals or social groups	74
Recognize interrelationships among social statistics or indicators	77
Use computers to enter, access or retrieve data	3
Use current social research	62
Use interpersonal communication techniques	10
Use interviewing procedures	23
Use knowledge of economic trends	77
Use knowledge of investigation techniques	16
Use labor market information	87
Use library or online Internet research techniques	21
Use mathematical or statistical methods to identify or analyze problems	30
Use oral or written communication techniques	1
Use public speaking techniques	13
Use quantitative research methods	35
Use relational database software	26
Use scientific research methodology	21
Use spreadsheet software	18
Use word processing or desktop publishing software	17
Work as a team member	36

Not all positions in these occupations will necessarily perform all of the listed activities. The exclusivity rating is an indication of how unique the activity is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations engage in that activity.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Tools and Technologies that Both Occupations Have in Common

Similarity of Focus
Occupation to Associated
Occupation: 77

Focus Occupation: Market Research Analysts (19-3021)

Associated Occupation: Social Science Research Assistants (19-4061)

Tools and Technologies	Exclusivity
Business function specific software	1
Computer data input devices	2
Computers	1
Content authoring and editing software	1
Data management and query software	1
Development software	4
Industry specific software	1
Information exchange software	1
Network applications software	1

Not all positions in these occupations will necessarily use all of the listed tools and technologies. The exclusivity rating is an indication of how unique the tool or technology is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations use that tool or technology.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.